
GREATER
INSIGHT.
GREATER
VALUE.
splunk>
accenture

ACCENTURE AND SPLUNK:

DELIVERING REAL-TIME INSIGHTS TO GROW REVENUE, LOWER COSTS AND REDUCE RISKS

A wireless carrier is on the verge of experiencing a system outage that would affect millions of its customers. Fortunately, the company is alerted to the problem ahead of time and takes action to address it. This carrier reclaims $1.2 million annually by reducing system outages in this way.

A financial services company dramatically improves its banking services by preempting 40 percent of its customer-impacting IT incidents and reducing mean time to resolve issues by 70 percent.

A utility company is able to detect cyber attacks and sabotage attempts on its field workforce's mobile devices and smart meters and can immediately take action to block those attacks, protecting critical infrastructure, preventing negative impacts for customers and increasing the productivity of its workforce.

A global resource company is able to monitor developer efficiency and quality from build to production and can also monitor team throughput and performance. This enables teams to enhance efficiency by optimizing lifecycle processes and increasing the skills of the workforce, thus reducing cost to serve and increasing speed to market.

HOW IS ALL THIS POSSIBLE?

The common thread these organizations share is their ability to collect, analyze and visualize their machine data in real time to enable operational intelligence.

Operational intelligence capabilities are offered through a new strategic partnership between Accenture, a preeminent strategy, technology, digital, and operations company, and Splunk, which offers the leading platform for operational intelligence—enabling organizations to search, monitor, correlate and analyze machine data.

Together, Accenture's and Splunk's capabilities can generate actionable and valuable insights to help achieve important business outcomes: improving productivity, growing revenue, lowering costs, reducing risks, and attracting and retaining customers.

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WHAT CAN YOU DO WITH 21 BILLION THINGS?

We all know about the explosion of data in our organizations and in our lives. Accenture estimates that by 2020 there will be more than 44 zettabytes of data (that's 44 trillion gigabytes) stored and available, 35 percent of which will be considered useful for analysis. Part of this data explosion is the result of the Internet of Things (IoT)—a vast network of products, machines, sensors and processing—estimated to number more than 21 billion interconnected "things" by 2020.[1]

The question is: Are you able to turn vast amounts of data into timely insights?

Many companies struggle. Just getting data from so many different sources into the system is tough enough. Then, although some organizations can mine historical data for trends after the fact, the insights ultimately delivered are often no longer relevant because too much time has passed.

The current state of operations is often reactive, catching problems only after they've snowballed into business or security disruptions. Worse still, problem resolution is siloed in various organizations—meaning data isn't shared, complex interactions between infrastructure and application components can't be captured, and subtle interactions between systems go unnoticed.

What's needed instead is the kind of operational intelligence offered by Accenture and Splunk: real-time insights, generated from machine data, which are available to support near-instantaneous decision making, timely customer service and more effective steering of an organization.

THE ACCENTURE-SPLUNK PARTNERSHIP: DELIVERING ADVANCED ANALYTICS SOLUTIONS

Through a new strategic partnership agreement, Splunk products and cloud services are being integrated into Accenture's business analytics, application services, security and digital offerings. The Accenture-Splunk team offers services that collect machine data from any source, including logs, clickstreams, sensors, web servers, custom applications, hypervisors, containers, social media and cloud services.

The Splunk platform then enables organizations to search, monitor and analyze this data to drive multiple use cases like security, IT operations, application delivery, industrial data and IoT—delivering operational intelligence across the entire organization.

Hawaiian Telcom, for example, is taking advantage of Accenture's intelligent application management services, infused with Splunk technology, to mine critical business insights and expand monitoring of the company's core IT ecosystem.

Real-time insights gleaned from customized dashboards enable Hawaiian Telcom to be more strategic and proactive on a day-to-day basis, which ultimately improves customer service and increases productivity.

Accenture and Splunk are also jointly developing and bringing to market new packaged solutions, the first of which integrates Splunk analytics into Accenture's Managed Security Services. These services leverage Accenture's global resources and next-generation as-a-service capabilities to better anticipate attacks, contain breaches, minimize vulnerabilities and ensure business continuity.

The foundation of operational intelligence

Comprehensive, end-to-end operational intelligence improves business and IT effectiveness by providing an integrated view of the status and performance of IT infrastructure, services and business applications. The foundation of successful operational intelligence is data aggregation and mining. This approach transforms machine data from a hodgepodge of disconnected and often-unused log files into a valuable resource for analytics software. In an automated fashion, the software can highlight important usage trends, system inefficiencies and opportunities for process and business improvements, such as marketing campaigns and enhancing products and services. More significant benefits accrue as organizations build more automation, sophistication and business analytics into the system.

Accenture's and Splunk's analytics-driven security solutions provide a comprehensive approach to cybersecurity, including advanced techniques like behavioral analytics. These techniques help security teams quickly detect and respond to threats based on a broader security context than is possible with legacy security products. The Accenture-Splunk solutions can be deployed on-premises, in the cloud or in a hybrid cloud deployment.

RAPID INSIGHTS INTO ESSENTIAL BUSINESS OPERATIONS

The Splunk platform enables rapid answers to critical business questions because it is schema-free, real-time, data-source-agnostic, time-sequenced, visually enabled, and capable of "on-the-fly" data correlation. The flexible architecture provides insights in days instead of weeks or months because information is normalized and correlated at the point of analysis. Relational, log and wire data are correlated across business functions using time as the primary axis, making insights more readily accessible than ever before.

Traditional extract, transform and load architectures are "schema-on-write" and the data loads are often both large and out of date by the time insights are extracted from them. The Splunk platform offers real-time, flexible, "schema-on-read" capabilities which, when combined with pattern recognition and machine learning, can also be considered "pre-occurrence" or "pre-real time."

Consider one example of the impact of Accenture-Splunk solutions: being able not only to detect problems but also take action quickly to repair them. In the past, a financial services company processing a loan application might not have known for weeks if an application was delayed somewhere in the process. By that time the customer probably would have gone elsewhere. By tapping into operational intelligence, companies can be alerted to the bottleneck and clear it up in a matter of minutes instead of days or weeks.

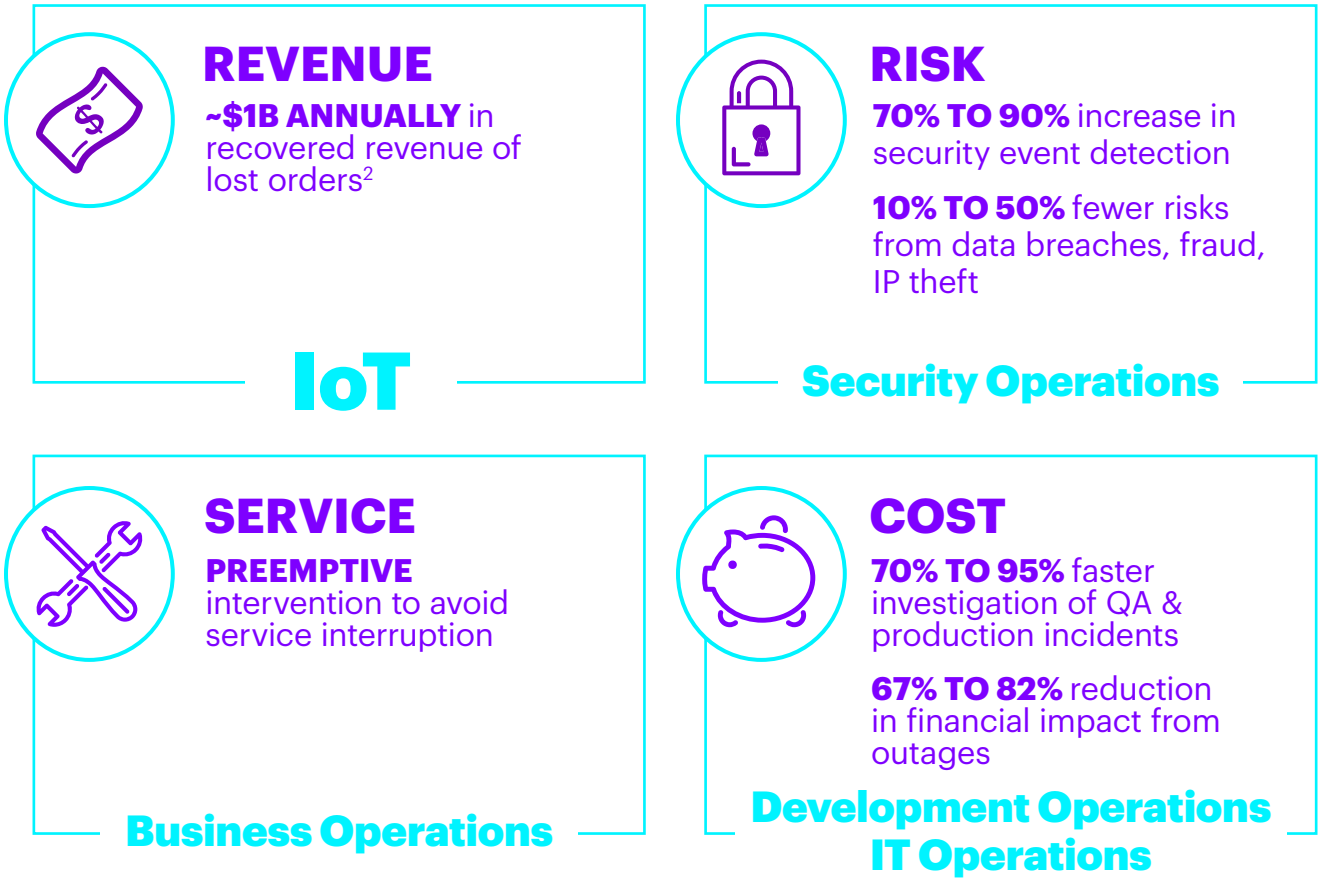
SPLUNK PRODUCTS INTEGRATED WITH ACCENTURE SOLUTIONS

Accenture has already integrated Splunk products into a set of tools and resources that provide project teams with the analytics, automation and security services needed to optimize the application management lifecycle and defend against threats and malicious insiders to deliver better value across the enterprise.

Accenture and Splunk offerings help clients address a range of operational issues (see Figure 1):

These capabilities have been implemented for some of the largest companies in the world across multiple industries. Splunk has enabled TiVo to gain full visibility into how its user interface is performing in customers' homes and on mobile devices. TiVo can track the availability of the search functionality and programming guides, and ensure that consumers can find specific content. The platform also enables visibility into metrics specific to mobile devices—such as users' connectivity and how well they can stream content. Dashboards at TiVo's operating center display, in real time, the performance of the TiVo services experienced by millions of subscribers.

FIGURE 1: Accenture-Splunk offerings, with examples of value delivered



INFORMATION TECHNOLOGY OPERATIONS

Visualize performance of your IT service catalog; use machine learning to invoke corrective action based on control limits; and integrate performance information across the application and infrastructure stack.

SECURITY OPERATIONS

Demonstrate security and data compliance, detection and response to threats and machine learning-driven user behavior analytics.

INTERNET OF THINGS (IOT)

Navigate the complexity of the IoT from strategic journeys through tactical use cases:

- "Connecting the dots" between smart devices and objects.
- Driving cost out of operations.
- Implementing predictive analytics, pattern recognition, machine learning and automation to drive value from the end-to-end data ecosystem.
- Protecting systems and devices from sabotage, hacking and cyber attack.
- Extracting business value from an end-to-end connected enterprise data fabric.

DEVELOPMENT OPERATIONS

Achieve greater visibility into development efficiency and effectiveness, as well as code quality, by leveraging Splunk to correlate user stories to code faults and testing defects.

BUSINESS OPERATIONS

Track orders, analyze equipment performance, understand customer buying patterns and proactively identify disruptions to service in real time.

WHY 1+1 > 2

The Accenture-Splunk strategic partnership integrates the companies' complementary IT, industry and business capabilities to provide accelerated value to our mutual clients. Splunk is one of the fastest-growing technology companies in the world, a winner of multiple awards, and regularly recognized as an operational intelligence leader. Accenture has more than 60 years of experience transforming the world's leading companies in 120 countries with deep knowledge in over 40 different industries. In the security area, for example, Accenture Security professionals have served over 330 clients in 67 countries, bringing industrialized methodologies and proven solutions that help clients prepare, protect, detect, respond and recover along all points of the security lifecycle.

GETTING STARTED

How can you best proceed on your journey to develop advanced analytics capabilities that can mine machine data to improve operational intelligence? Based on Accenture's and Splunk's experience, here are some important steps.

1 GET SPECIFIC ABOUT YOUR USE CASES

Define the critical business or IT question you are seeking to answer. Develop use cases representing topics and sub-topics that support your case. Identify the problems you are trying to solve.

2 ESTABLISH A VALUE HYPOTHESIS

Quantify potential benefits and identify the metrics that would show the achievement of those benefits.

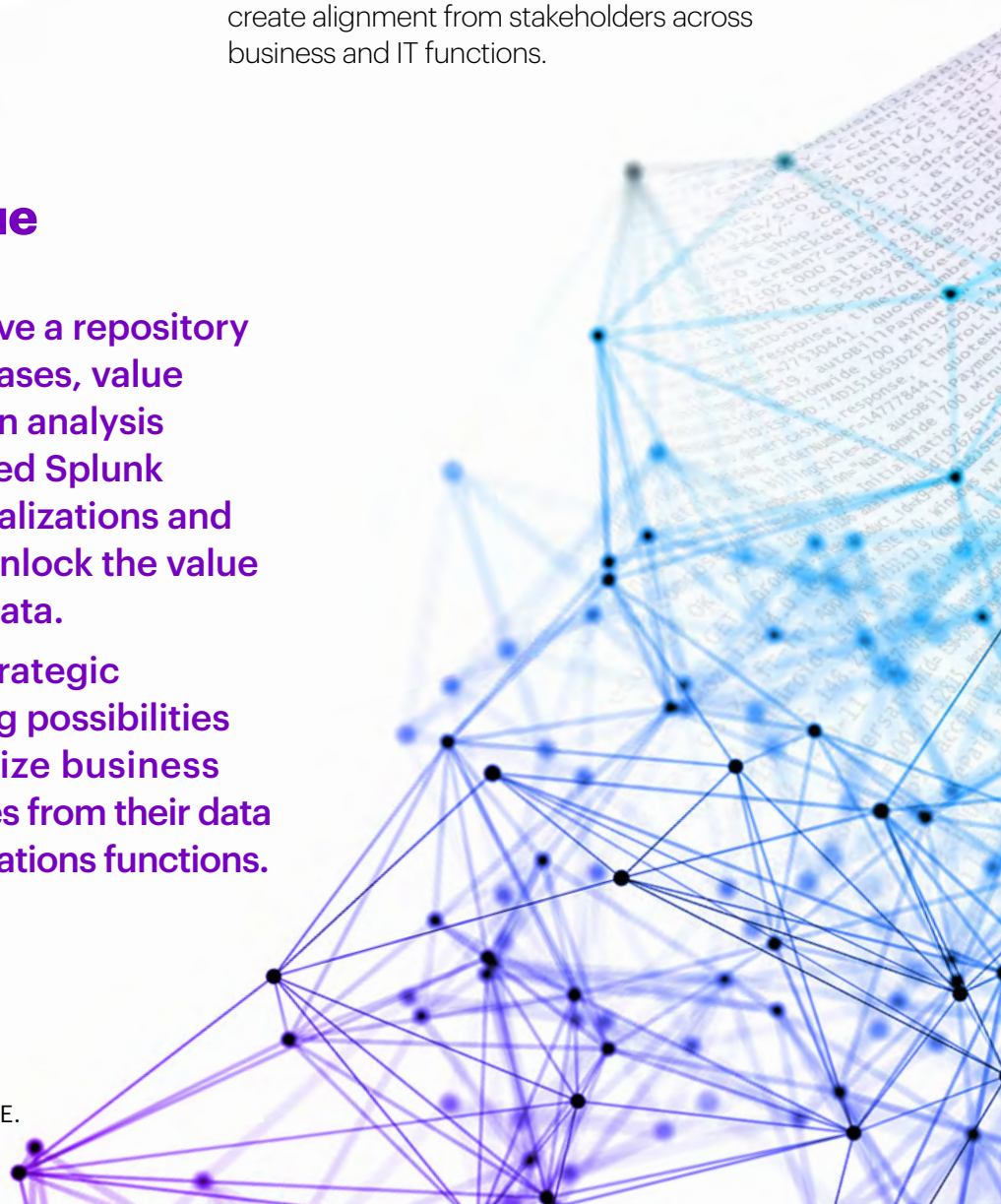
3 CHOOSE YOUR DATA SETS AND VISUALIZE THE OUTPUT

If you had access to any data sets, which sources would you choose? Perhaps application log files, machine-to-machine communication, relational data or a combination of all three. What would the output look like? Develop a creative brief representing an ideal storyboard and use Splunk's visualization capabilities to create alignment from stakeholders across business and IT functions.

Unlocking the value of your data

Accenture and Splunk have a repository of industry-specific use cases, value metrics, prime value chain analysis techniques, pre-configured Splunk vertical integrations, visualizations and trained professionals to unlock the value hidden in your machine data.

The Accenture-Splunk strategic partnership offers exciting possibilities for organizations to realize business improvement opportunities from their data while also optimizing operations functions.



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ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 411,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at **www.accenture.com.**

ABOUT SPLUNK

Splunk Inc. is the market-leading platform that powers Operational Intelligence. We pioneer innovative, disruptive solutions that make machine data accessible, usable and valuable to everyone. More than 11,000 customers in over 110 countries use Splunk software and cloud services to make business, government and education more efficient, secure and profitable. Join hundreds of thousands of passionate users by trying Splunk solutions for free: **http://www.splunk.com/free-trials.**